



CITY OF LONG BEACH

C-15

DEPARTMENT OF PUBLIC WORKS

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July 24, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute all necessary documents with the Long Beach Public Transportation Company for a six (6) month extension of a trial Belmont Shore Employee Rider Pass Program to provide valid transit access to all eligible persons employed by Belmont Shore businesses on all established Long Beach Transit bus service routes. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) and the Belmont Shore Parking and Business Improvement Area Advisory Commission (BSPBIAAC) have long been exploring ways to mitigate parking challenges for residents, as well as for customers shopping in Belmont Shore. A recent program established the trial Belmont Shore Employee Rider Pass Program (Program) that makes use of the existing Long Beach Transit (LBT) bus services for employees of Belmont Shore businesses. This bus pass allows unlimited rides on all LBT bus routes seven days per week for employees of Belmont Shore businesses who take advantage of the Program.

In accordance with City Council approval on February 21, 2012, the costs of the Program are shared by BSBA/BSPBIAAC and LBT. LBT initiated the three-month trial Program on May 25, 2012 offering a rate of \$0.50 per ride, which was reduced from their average 30-day pass rate of \$0.86 per ride. LBT anticipated ridership of 500 employees per month, and at full fare, this would translate to approximately \$25,800 per month, however, the cost to the BSBA/BSPBIAAC was capped at \$15,000 per month.

Thus far, the Program has been positively received, and as of June 25, 2012, the total number of bus passes distributed to employees in Belmont Shore is 859. However, in order to adequately determine the Program's effectiveness in mitigating parking challenges in Belmont Shore, more time is needed to collect ridership data.

Accordingly, on June 21, 2012, the BSPBIAAC, by unanimous vote, approved extending the agreement with LBT for another six (6) months. If analysis indicates that as a result of this trial Program a significant number of parking spaces have been made available for shoppers in Belmont Shore, the City Council will be asked to consider approval of long-term operation of this shared cost bus pass Program.

HONORABLE MAYOR AND CITY COUNCIL

July 24, 2012

Page 2

This letter was reviewed by Deputy City Attorney Linda Trang on June 19, 2012 and by Budget Management Officer Victoria Bell on July 3, 2012.

TIMING CONSIDERATIONS

City Council action is requested July 24, 2012 in order to allow the Program to continue uninterrupted for six (6) months beyond the initial three-month period so that adequate data may be collected to determine Program effectiveness.

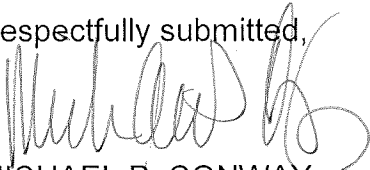
FISCAL IMPACT

Funding for the additional six months of the Belmont Shore Employee Rider Pass Program of \$90,000 is appropriated in the Belmont Shore Parking Meter Fund (SR 136). There is no fiscal impact to the General Fund and no local job impact associated with the recommendation.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

MPC:VSG:jf
07.24.12 BS Emp Bus Pass Program v1

APPROVED:



PATRICK H. WEST
CITY MANAGER